

AMENDMENTS TO THE CLAIMS

1. (Previously presented) A method executable by an automated system without requiring intervention by a human user, comprising:

- associating values with a plurality of predefined words;
- receiving customer feedback in the form of textual comments that originate with a human customer of an enterprise;
- comparing words in the customer feedback with said predefined words;
- generating an indication to rate said customer feedback based on an identification of at least one word in said customer feedback as equivalent to one of said predefined words and the value of said equivalent one of said predefined words; and
- presenting said indication to a customer representative for said enterprise.

2. (Previously presented) The method of claim 1, further comprising defining a user-defined data type having one or more data structures for storing said predefined words and associated values.

3. (Original) The method of claim 2, wherein the one or more data structures comprise an array of the predefined words and associated values.

4. (Original) The method of claim 2, further comprising invoking a first routine associated with the user-defined data type to load the predefined words and respective values in the one or more data structures.

5. (Previously presented) The method of claim 4, further comprising invoking a second routine associated with the user-defined data type to calculate a score based on the identification of at least one word in the customer feedback as

equivalent to one of said predefined words contained in the one or more data structures and the value of said equivalent one of said predefined words,
wherein generating the indication is based on the score.

6. (Original) The method of claim 5, wherein invoking the first and second routines comprises invoking functions associated with the user-defined data type.

7. (Original) The method of claim 2, further comprising storing the one or more data structures in a first relational table.

8. (Original) The method of claim 7, further comprising storing customer feedback in a second relational table,
wherein generating the indication is based on performing a join of the first and second relational tables.

9. (Original) The method of claim 7, further comprising distributing the relational table across plural access modules.

10. (Original) The method of claim 2, wherein receiving the customer feedback comprises receiving the customer feedback in electronic mail.

11. (Original) The method of claim 2, wherein receiving the customer feedback comprises receiving customer-entered feedback at a web server.

12. (Original) The method of claim 2, wherein receiving the customer feedback comprises translating voice feedback to text feedback.

13. (Original) The method of claim 2, wherein receiving the customer feedback comprises receiving the customer feedback in a database system.

14. (Previously presented) An article comprising at least one storage medium containing instructions that when executed cause an automated system, without requiring intervention by a human user, to:

compare words in customer feedback received in the form of textual comments that originate with a human customer of an enterprise with a plurality of predefined words, each one of said predefined words having a value associated therewith;

generate an indication to rate the customer feedback based on an identification of at least one word in said customer feedback as equivalent to one of said predefined words and the value of said equivalent one of said predefined words; and

presenting said indication to a customer representative for said enterprise.

15. (Original) The article of claim 14, wherein the instructions when executed cause the system to generate the indication by generating an indication of customer satisfaction or dissatisfaction.

16. (Original) The article of claim 14, wherein the instructions when executed cause the system to generate the indication by generating an indication of customer approval or disapproval.

17. (Original) The article of claim 14, wherein the instructions when executed cause the system to generate the indication by generating an indication of customer emotion.

18. (Previously presented) The article of claim 14, wherein the instructions when executed cause the system to store rating data according to a user-defined data type, the rating data associating said predefined words with respective values.

19. (Cancelled)

20. (Previously Presented) The article of claim 18, wherein the instructions when executed cause the system to store a negative value for a predefined word having a negative connotation and a positive value for a predefined word having a positive connotation in the rating data.

21. (Original) The article of claim 20, wherein the instructions when executed cause the system to store modifier values for adjectives to increase the positive and negative values of the words.

22. (Original) The article of claim 18, wherein the instructions when executed cause the system to invoke a first routine to generate the indication.

23. (Original) The article of claim 22, wherein the instructions when executed cause the system to invoke the first routine by invoking a function associated with the user-defined data type.

24. (Original) The article of claim 22, wherein the instructions when executed cause the system to invoke a second routine to load the rating data into a relational table.

25. (Previously presented) An automated system comprising:
one or more storage modules to store rating data associating a list of predefined words with respective values; and
a controller adapted to compare words in customer feedback received in the form of textual comments that originate with a human customer of an enterprise, to generate an indication to rate the customer feedback based on an identification of at least one word in said customer feedback as equivalent to one of said predefined words and the value of said equivalent one of said predefined words, and to present said indication to a customer representative for said enterprise.

26. (Original) The system of claim 25, the one or more modules to store the rating data in a first relational table.

27. (Original) The system of claim 26, the one or more modules to store the rating data as a user-defined data type in the first relational table.

28. (Original) The system of claim 27, the one or more storage modules to store the customer feedback in a second relational table.

29. (Original) The system of claim 28, wherein the controller is adapted to perform a join of the first and second relational tables to perform the comparison.

30. (Original) The system of claim 29, wherein the controller comprises a first routine to perform the comparison.

31. (Original) The system of claim 30, wherein the first routine is a function associated with the user-defined data type.

32. (Original) The system of claim 30, wherein the controller further comprises a second routine to load the rating data.